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(54) VIDEO-ON-DEMAND DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To realize the attractive video-on-demand by providing a means selecting advertisement by the user as to whether or not the advertisement is added to video information and recording the result of advertisement selection operation by the user to reduce the utility charge of the video-on-demand for the user.

SOLUTION: When the user selects advertisement display the result of selection is sent to an input signal analyzer 3 via a video distributor 2 from a VOD terminal equipment 1. When the input signal analyzer 3 recognizes the selection of the advertisement display the analyzer 3 sends the result to a video distribution controller 6. Then the video distributor controller 6 displays to urge entry of a frequency of the advertisement display for the VOD terminal equipment 1 of the user starting the use from the video distributor 2. The result of selection of the user with respect to the frequency of the advertisement display is converted into numeral information by the input signal analyzer 3 and stored in a personal information storage device 5 under the control of the personal information controller 4.

CLAIMS

[Claim(s)]

[Claim 1] In video-on-demand equipment which performs distribution and televising for video information which it has inside based on a user's selection operation to a

userA means to perform advertising selection operation as which a user is made to choose whether an advertisement is added to video information in connection with image selection operation of a user who chooses video information and to record a result of advertising selection operation by a user Therefore it has a merge means which inserts an advertisement into an image in a recorded result Video-on-demand equipment characterized by showing the timing by putting information which shows timing which should insert an advertisement in order to insert an advertisement into an image on an inside of video information in the middle of video information currently put in order by chronological sequence.

[Claim 2] Are the video-on-demand equipment according to claim 1 and a questionnaire survey of an advertising field for which it wishes further when a user chooses an advertising display in this advertising selection operation is conducted Video-on-demand equipment adding an advertisement of a field which has an individual information storage means which records the result and corresponds according to this questionnaire result to video information and distributing and broadcasting it.

[Claim 3] Video-on-demand equipment which is the video-on-demand equipment according to claim 1 and is characterized by not displaying following video information until it asks for a reply of an acknowledge signal from a user and a reply of this acknowledge signal is completed whenever an advertising display is completed when displaying an advertisement.

[Claim 4] Information which is the video-on-demand equipment according to claim 1 and shows timing which should insert an advertisement in order to insert an advertisement into an image Video-on-demand equipment by which putting ahead in time than a place which should put on an inside of video information in the middle of video information currently put in order by chronological sequence and should actually display an advertisement on it and timing which inserts an advertisement being shown.

[Claim 5] Video-on-demand equipment which is the video-on-demand equipment according to claim 1 and is characterized by collecting and providing information which shows timing which should insert an advertisement provided in order to insert an advertisement into an image in a head part of video information.

[Claim 6] Are the video-on-demand equipment according to claim 1 and dissociate with the video information itself and information which shows timing which should insert an advertisement provided in order to insert an advertisement into an image is established Video-on-demand equipment reading simultaneously information which shows this timing and displaying an advertisement when displaying video information.

DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Industrial Application] This invention is memorized to a magnetic disk etc. by making video information into digital information and distributes this to a user and relates to the video-on-demand equipment which broadcasts.

[0002]

[Description of the Prior Art] In recent years video information is memorized as digital information to the large capacity external storage of a computer and the system called the video on demand (VOD) which a user responds in quest of this and distributes a movie etc. to a user's terminal is appearing. Video on demand becomes realizable by improvement in the throughput of a computer the formation of high-speed large scale of memory storage and improvement in the speed of a communication line and is expected to spread even through each home from now on. About the system of such video on demand the contents are shown in some document (for example Computer Vol.28 No.5 May.1995 pp.25-39.).

[0003]

[Problem to be solved by the invention] According to the above-mentioned conventional technology in order to realize video on demand memory storage [large scale at high speed] a high-speed computer and a high-speed communication line are indispensable elements. In order to ease a demand of rapidity the technology which carries out the information compression of the video is also developed but even if it compresses it is thought that there is no change in in addition rapidity being important. In order to use such high-speed apparatus the utilization charge of video on demand surely cannot but become expensive.

[0004] The purpose of this invention presses down a utilization charge of video on demand seen from a user to an inexpensive thing and it is in realizing attractive video on demand.

[0005]

[Means for solving problem] When it memorizes a movie for distributing in video on demand the purpose of this invention provides a time mark in a suitable part in a movie combines with movie information and memorizes It judges whether when broadcasting a movie and this time mark is detected it agrees on conditions set up beforehand and when it agrees it is attained by displaying an advertisement in the middle of a movie.

[0006]

[Function] In the video-on-demand equipment concerning this invention when the time mark which combined with movie information and was memorized by the halfway which broadcasts a movie is detected an advertisement is displayed. Video-on-demand equipment is constituted so that the advertising display can choose existence according to a user's hope. Thus an advertiser can be made to pay some thru/or all of a utilization charge of video-on-demand equipment by displaying an advertisement. As a result it becomes possible to press down inexpensive the utilization charge of the video-on-demand equipment which a user pays.

[0007]

[Working example]

Below <working example 1> describes one working example of this invention in detail. Drawing 1 is a system configuration figure of the video-on-demand equipment which is one working example of this invention. In drawing 11 is a video-on-demand terminal (VOD terminal) 2 a movie distribution system and 3 an input signal analysis device and 4 A personal information control device 5 -- personal information memory storage and 6 -- a video-delivery-through-the-Internet control device and 7 -- as for advertisement information memory storage and 11 merge equipment and 9 are [a movie information storage device and 13] video-on-demand servers (VOD server) a movie information control device and 12 an advertisement information control device and 10 a personal information temporary memory and 8. Plural may be sufficient although VOD terminal 1 accepts one set and is illustrated in drawing 1. In two or more cases the same processing as one set of the case is performed to each VOD terminal 1. Drawing 2 is a flow chart showing the example of a control flow of the video-on-demand equipment which is one working example of this invention. In drawing 2 101 to 105 shows processing. Drawing 3 is a figure showing the recording form of the movie information on movie information storage device 12 inside. In drawing 3 V1 to V15 is the movie information constituted by the time series and M1 to M5 is a time mark which shows the place which inserts an advertisement into movie information. Drawing 4 and drawing 5 are examples of the conversion table which changes the information on advertising frequency into a numerical value specified when a user uses VOD server 13. Drawing 6 and drawing 7 are the explanatory views showing the example of the method of inserting an advertisement into movie information in this invention.

[0008] Next operation of this system constituted in this way is explained using drawing 7 from drawing 1. First drawing 2 is used and the outline of the flow of the whole processing is explained. A user's start of use of VOD server 13 will specify which [of the movie first dedicated to VOD server 13 as it is in the processing 101] is seen. Next it is used whether it shifts to the processing 102 and an advertisement is displayed in the middle of a movie. If it does not display here is chosen it will become a usage pattern in the regular fee which shifts to the processing 103 and does not display an advertisement. When selection of displaying an advertisement in the processing 102 is performed it shifts to the processing 104 and the frequency which displays an advertisement is specified. After specification finishes it becomes a usage pattern in the discount rate which shifts to the processing 105 and displays an advertisement in a movie. In this case according to the amount of the displaying volume of the advertisement specified in the processing 104 discount of the charge using VOD server 13 is performed. Next it is explained concretely how the flow of such processing is performed in VOD server 13.

[0009] In VOD terminal 1 if the command for a use start is transmitted in order that a user may use VOD server 13 this command will be transmitted to the input signal analysis device 3 via the movie distribution system 2. The input signal analysis device 3 analyzes this command and if it recognizes that this command shows a

use startcontrol will be moved to the video-delivery-through-the-Internet control device 6. The video-delivery-through-the-Internet control device 6 performs the zero clear of the contents of the personal information temporary memory 7 first in response to the command which shows a use start. Nextthe video-delivery-through-the-Internet control device 6 makes the information which controls the movie information control device 11 and shows the kind of available movie from the movie information storage device 12 readand displays the information to VOD terminal 1 of the user who started use from the movie distribution system 2 via the merge equipment 8. Thusthe menu of the movie selection at the time of a use start is displayed. Selection of the movie which a user uses from a menu will transmit the selected result to the input signal analysis device 3 via the movie distribution system 2. The input signal analysis device 3 controls the personal information control device 4and records this selected result on the personal information memory storage 5. This selected result is simultaneously recorded also on the personal information temporary memory 7. What is necessary is to repeat the above-mentioned operation two or more timesand just to perform itfor examplein performing two or more movie selections. In this inventiona restraint is not added to the method of performing two or more movie selections. Thereforeas long as a user's selected result is recorded on the personal information memory storage 5 and the personal information temporary memory 7what kind of multiple selection method may be used.

[0010]Movie selection is performed as mentioned aboveand if this is completedthe video-delivery-through-the-Internet control device 6 will perform the display of the screen which chooses advertising existence to a user's started VOD terminal 1 for the movie distribution system 2 to use. By the result of the response which a user performs at this timethe processing after this takes a different form. In the case of the 1stit is a case where selection that an advertising display is performed is performed.

In the case of the 2ndit is a case where selection that an advertising display is not performed is performed.

Belowin the case of the 1stthe processing in the 2nd is described in order.

[0011]In the case of the 1st (i.e.when choosing if a user performs an advertising display)the selected result is transmitted to the input signal analysis device 3 via the movie distribution system 2 from VOD terminal 1. The input signal analysis device 3 will transmit the result to the video-delivery-through-the-Internet control device 6if it recognizes that selection that an advertising display is performed was made. Thenthe video-delivery-through-the-Internet control device 6 performs the display which asks for the input of the frequency of an advertising display from the movie distribution system 2 to VOD terminal 1 of the user who started use. How many times as frequency of an advertising displayin the middle of a moviea movie is interrupted and an advertisement is displayed and how many times advertisement being displayed about one discontinuationand a choice are preparedand it asks for a user's selection. A user's selected result to the

frequency of an advertising display is transmitted to the input signal analysis device 3 via the movie distribution system 2 from VOD terminal 1. In the input signal analysis device 3 this user's selected result is changed into coded data by the conversion table as shown in drawing 4 or drawing 5 and is recorded on the personal information memory storage 5 by control of the personal information control device 4. It is simultaneously recorded also on the personal information temporary memory 7. Although drawing 4 and drawing 5 were shown as an example of a conversion table here conversion tables other than this may be used. If selection of the frequency of an advertising display is completed the video-delivery-through-the-Internet control device 6 will start movie televising. The kind of movie which should be broadcast at this time and the frequency of the advertisement displayed on the way in that case are memorized by the personal information temporary memory 7 and the video-delivery-through-the-Internet control device 6 controls movie televising with reference to the personal information temporary memory 7.

[0012] What is necessary is to repeat the above-mentioned advertising selection operation two or more times and just to perform it for every movie for example when two or more movie selections are performed. A method of performing advertising selection whenever it performs one movie choice and repeating it may be used. In this invention a restraint is not added to a method of choosing two or more movie selections and advertisements corresponding to it.

Therefore as long as a user's movie selected result and an advertising selected result corresponding to it are recorded on the personal information memory storage 5 and the personal information temporary memory 7 what kind of multiple selection method may be used.

[0013] If a user completes movie selection and completes selection of advertising existence and specification of advertising frequency following on it the video-delivery-through-the-Internet control device 6 will start televising of a movie. The video-delivery-through-the-Internet control device 6 reads existence of a movie which should be broadcast first and an advertisement at that time and frequency with reference to the personal information temporary memory 7. The video-delivery-through-the-Internet control device 6 directs to the movie information control device 11 and reads a movie which should be broadcast to the beginning from the movie information storage device 12. And the video-delivery-through-the-Internet control device 6 directs to the merge equipment 8 and broadcasts a movie read from the movie information storage device 12 from the movie distribution system 2 to VOD terminal 1 of a user who started use. Under the present circumstance the video-delivery-through-the-Internet control device 6 also transmits information which shows advertising existence and frequency to the merge equipment 8. The merge equipment 8 controls an advertising display using this information. In this example a movie supposes that it is stored as drawing 3 showed. That is it is supposed that it is stored in a form like V15 from each top V1 of a movie constituted by time series. However since this is an example for

explanation it does not force it storing in such a form. As long as it is the storing form in which turn attachment ***** is possible about information which is equivalent to V15 from each top V1 what kind of form may be sufficient.

[0014] How to perform an advertising display is explained using drawing 3 drawing 4 and drawing 6 in the middle of televising of a movie. In advance of televising of a movie the video-delivery-through-the-Internet control device 6 reads the existence of the advertisement in the movie which should be broadcast first and frequency with reference to the personal information temporary memory 7. since the case where if a user performs an advertising display is chosen is assumed when [1st] it states previously here namely an advertising display occurs -- it is -- it is collectively read from the personal information temporary memory 7 by the coded data showing the frequency of an advertising display. Let this coded data be the value changed according to drawing 4 here. Now each movie information currently stored in movie information storage device 12 inside is stored as drawing 3 showed. that is an advertisement is displayed among V15 from each top V1 of the movie constituted by the time series -- time -- M5 is inserted from the time mark M1 which shows 1. As shown in drawing 6 as information for controlling advertising display frequency the advertising display priority is recorded on M5 from the time mark M1.

[0015] On the occasion of movie televising described previously V15 is read from this each top V1 one by one and an animation is broadcast. Also when V15 performs graphical data compression and it is recorded from each top V1 in this case and also when not compressed it may both be but even if this invention is those any it does not interfere. The time mark M1 to M5 may be recorded on the inside of V15 from each top V1 as an attribute of each top V1 to V15 and may be recorded without accompanying V15 from each top V1 or whichever may be sufficient as it. When reading V15 from each top V1 for movie televising from the time mark M1 M5 reads saving the chronological sequence relation of V15 from each top V1 and is transmitted to the merge equipment 8 via the movie information control device 11 with V1 to V15 which is movie information. In the merge equipment 8 when only V1 to V15 which is movie information is transmitted and M5 is not detected from the time mark M1 only V1 to V15 is sent to the movie distribution system 2 one by one. However when M5 is detected from the time mark M1 in order to perform an advertising display different processing from usual is performed. In this case the coded data and comparison which show the value of the advertising display priority of M5 and the frequency of the advertisement which the user specified currently beforehand transmitted from the video-delivery-through-the-Internet control device 6 from the time mark M1 are performed.

[0016] An example of this comparison is shown in drawing 6. Coded data and comparison which show frequency of an advertisement which a user specified as a value of an advertising display priority of M5 from the time mark M1 in each of M5 from the time mark M1 shown in drawing 6 are performed. As a result of comparison the value of an advertising display priority of M5 is smaller from the

time mark M1 or when equal an advertising display is performed. An advertising display is performed as follows. First the merge equipment 8 directs to the movie information control device 11 and halts read-out of movie information from the movie information storage device 12. And the advertisement information memory storage 9 is controlled advertisement information is read from the advertisement information memory storage 10 and it displays from the movie distribution system 2 to a user's VOD terminal 1. Based on information on how many times advertisement is displayed the advertisement information memory storage 9 is controlled about one discontinuation which the merge equipment 8 is read from the personal information temporary memory 7 and is transmitted from the video-delivery-through-the-Internet control device 6. After displaying an advertisement of only the defined number of times it directs to the movie information control device 11 and read-out of movie information from the movie information storage device 12 is resumed.

[0017] Thus an advertising display is performed in the middle of televising of a movie. Although the example using the conversion table showing advertising frequency in drawing 4 as a conversion table changed into coded data here explained the expressive form of a conversion table should just be the form which can be compared with the advertising display priority which may differ from this and is recorded on M5 from the time mark M1.

[0018] The advertisement display method in the case of using the conversion table shown in drawing 5 as this example is explained using drawing 7. The coded data and comparison which show the frequency of the advertisement which the user specified as the value of the advertising display priority of M5 from the time mark M1 in each of M5 like the case of the example of drawing 6 also in drawing 7 from the time mark M1 are performed. In the example of drawing 7 comparison is performed by taking not comparison of numerical size [like] but the logical product of each numerical value in the case of drawing 6. An advertising display is performed when the value of a logical product is not 0. Control of an advertising display is the same as that of the case of drawing 6.

[0019] Although it is the 1st case where the above performs an advertising display when [2nd] not performing an advertising display it can realize easily by controlling so that detection of M5 is disregarded from the time mark M1 with the merge equipment 8. Or in a conversion table shown for example in drawing 4 it is possible to also make control in the 1st include by setting up smaller as a number-of-cases value without an advertisement than a value of which advertising display priority currently recorded on M5 from the time mark M1. If it is a case of a conversion table shown in drawing 5 it is possible to make control in the 1st include by setting up a value (for example 0) that a logical product with a value of which advertising display priority currently recorded on M5 is set to 0 from the time mark M1 as a number-of-cases value without an advertisement.

[0020] The selection information which the user performed about the advertisement is recorded on the personal information memory storage 5 with the selection information of the movie.

The record about the advertising display recorded on the personal information memory storage 5 is referred to in the case of the utilization charge calculation to a user's VOD server 13.

By using this invention when using VOD server 13 displaying an advertisement in the middle of a movie can be realized flexibly and easily and a user becomes possible [using VOD server 13 at a charge lower than usual] by this. This can realize the utilization charge of VOD server 13 easily by making an advertiser pay its share based on the advertising display frequency information recorded on the personal information memory storage 5. Thus since it becomes mitigable [the burden at the time of using a user's VOD server 13] by using this invention it becomes possible to promote the spread of VOD greatly.

[0021] Although this invention does not show the equipment for utilization charge calculation clearly since special processing is not needed to the usual thing the equipment for the utilization charge calculation used from the former can be used as it is.

[0022] <Working example 2> next the 2nd working example of this invention are described. This example is modification of the 1st working example and a user is made to answer the information on the advertising field for which a user other than advertising existence and the information on frequency wishes and it aims at heightening an advertising effect more. Hereafter a different point from the 1st working example is explained using drawing 6 from drawing 1.

[0023] When a user did the use start of VOD server 13 selection of advertising frequency is continuously selection and performed by advertising existence after movie selection and those selected results were made to record on the personal information memory storage 5 and the personal information temporary memory 7 in the 1st working example. A menu which asks information on an advertising field for which a user wishes is displayed after selection of advertising existence and the selected result is made to record on the personal information memory storage 5 and the personal information temporary memory 7 in this example. It continues at this and a menu indication for selection of advertising frequency as well as the 1st working example is performed. A selected result is recorded on the personal information memory storage 5 and the personal information temporary memory 7. Turn of a menu indication for selection of an advertising field and a menu indication for selection of advertising frequency may be reverse and may be performed simultaneously.

[0024] If frequency of these advertising displays and selection of a field are completed the video-delivery-through-the-Internet control device 6 will start movie televising. Control of movie televising is the same as that of the 1st working example. It is the same as that of the 1st working example also about determination of timing of an advertising display. Differing from the 1st working example is the point that the contents of the advertisement to display are performed with reference to the personal information temporary memory 7. This point is explained below.

In addition to information which shows advertising existence and frequency the

video-delivery-through-the-Internet control device 6 also transmits information on an advertising field which a user chose to the merge equipment 8 before a start of movie televising. In the middle of movie televising in the merge equipment 8 if M5 is detected from the time mark M1 will halt read-out of movie information from the movie information storage device 12 and will shift to an advertising display but. At this time the merge equipment 8 directs to the movie information control device 11 reads advertisement information which controls the advertisement information memory storage 9 and is equivalent to a user's field of choice from the advertisement information memory storage 10 and displays from the movie distribution system 2 to a user's VOD terminal 1. At this time an advertisement may be displayed based on information on a field chosen not only as information inputted this time but as the past for example as advertisement information equivalent to a user's field of choice. Also when a user does not specify an advertising field an advertisement may be displayed based on information on a field selected in the past.

[0025] Thus an advertising display is performed in the middle of televising of a movie. An advertising effect can be increased by displaying the advertisement in alignment with the user's field of choice and it becomes an effective medium for advertising.

[0026] <Working example 3> next the 3rd working example of this invention are described. This example is modification of the 1st working example and a user is asked for the response at the time of the end of advertising in the case of an advertising display and it aims at an advertising effect becoming more certain. Hereafter a different point from the 1st working example is explained using drawing 6 from drawing 1.

[0027] Only the processings after performing an advertising display differ in this example and the 1st working example. In the 1st working example after performing an advertising display it shifts to movie televising automatically but in this example the merge equipment 8 performs the display which asks for the end check of advertising from a user's VOD terminal 1 at the time of the end of the advertising display of the last displayed by every end of one advertisement or 1 time of a time mark. When a user does not answer this display it does not shift to following movie televising. In addition for example when there is no fixed time response it may process repeating an advertisement etc. When there is no response of beyond fixed time the delay of response time may be recorded on the personal information memory storage 5 and it may use as information for computing advertising effectiveness.

[0028] It may ask [whether it not only displays the menu which only asks a user for the response of the end check of advertising but it wishes to have an advertisement still more detailed / sake / in case a user is pleased with a door buster / and]. In this case the menu in which a user can perform merchandise purchase is prepared further a movie and an advertisement are interrupted temporarily the menu screen for merchandise purchase is displayed and it may enable it to perform merchandise purchase.

[0029] Thus by calculating an advertising Acknowledgement in the middle of televising of a movie since it is expectable that I get a user to look at an advertisement certainly an advertising effect can be increased and it becomes an effective medium for advertising. This example is possible also for combining with the 2nd working example and performing and can expect a still bigger effect at this time.

[0030] <Working example 4> next the 4th working example of this invention are described. This example is modification of the 1st working example and the constitution methods of the timing mark for determining the timing which displays an advertisement differ. Drawing 8 is a figure showing the recording form of the movie information on movie information storage device 12 inside. In drawing 8 M11 to M13 is a time mark which shows the place which inserts an advertisement into movie information and L11 to L13 is a precedence time mark placed ahead of a time mark. Hereafter a different point from the 1st working example is explained using drawing 1 drawing 3 and drawing 8.

[0031] Although form shown in drawing 3 as a recording form of movie information on movie information storage device 12 inside was used in the 1st working example form shown in drawing 8 is used in this example. M13 shows timing which displays an advertisement in the middle of movie televising like M5 from the time mark M1 of drawing 3 from the time mark M11 of drawing 8. And L13 is provided from the time mark M11 from the precedence time mark L11 of drawing 8 corresponding to each of M13 and it is shown that M13 should be detected from the time mark M11 after fixed time. In the middle of movie televising in the merge equipment 8 if L13 is detected from the precedence time mark L11 before detecting M13 from the time mark M11 which should display an advertisement advertisement information can be read from the advertisement information memory storage 10. By this when time which control of the advertisement information memory storage 9 or the advertisement information memory storage 10 takes is long movie televising can be promptly changed to an advertising display and it becomes possible to constitute VOD server 13 more inexpensive.

[0032] It combines with the 2nd and 3rd working example and of course this example can also be performed.

[0033] <Working example 5> next the 5th working example of this invention are described. This example is modification of the 4th working example and the constitution methods of the timing mark for determining the timing which displays an advertisement differ. Drawing 9 is a figure showing the recording form of the movie information on movie information storage device 12 inside. In drawing 9 M1 to M5 is a time mark which shows the place which inserts an advertisement into movie information and HM1 is a head time mark placed by the head part of movie information. Hereafter a different point from the 4th working example is explained using drawing 1 drawing 3 drawing 8 and drawing 9.

[0034] Although the form shown in drawing 8 as a recording form of the movie information on movie information storage device 12 inside was used in the 4th working example the form shown in drawing 9 is used in this example. M5 shows the

timing which displays an advertisement in the middle of movie televising from the time mark M1 of drawing 9 like M13 from the time mark M11 of M5 from the time mark M1 of drawing 3 or drawing 8. And head time mark HM1 of drawing 9 records all the time when M5 appears from the time mark M1. The merge equipment 8 can know the time of all the time marks which will appear from now on by reading head time mark HM1 at the time of the start of movie televising. Thereby like the 4th working example before detecting M13 from the actual time mark M11 advertisement information can be read from the advertisement information memory storage 10. By this when the time which control of the advertisement information memory storage 9 or the advertisement information memory storage 10 takes is long movie televising can be promptly changed to an advertising display and it becomes possible to constitute VOD server 13 more inexpensive. Head time mark HM1 does not necessarily need to exist in the same file as movie information and as long as the file and correspondence of movie information are given it may exist independently.

[0035] It combines with the 2nd and 3rd working example and of course this example can also be performed.

[0036]

[Effect of the Invention] By displaying an advertisement in the video-on-demand equipment which distributes the movie of hope reflecting a user's hope by a user's selection according to this invention. Since an advertiser can be made to pay some or all of a utilization charge of video-on-demand equipment use of the video-on-demand equipment in a low utilization charge is attained and video-on-demand equipment with sufficient cost performance can be provided.

[0037]

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] The figure showing the composition of the video-on-demand equipment concerning the 1st working example of this invention.

[Drawing 2] The flow chart showing operation of the video-on-demand equipment concerning the 1st working example of this invention.

[Drawing 3] The figure showing the composition of the timing mark for the movie information in the video-on-demand equipment concerning the 1st working example of this invention and an advertising display.

[Drawing 4] The figure showing the conversion table for evaluating the advertising frequency information in the video-on-demand equipment concerning the 1st working example of this invention which is a user response.

[Drawing 5] The figure showing the conversion table for evaluating the advertising frequency information in the video-on-demand equipment concerning the 1st working example of this invention which is a user response.

[Drawing 6] The figure showing the advertisement display method in the middle of a

movie in the video-on-demand equipment concerning the 1st working example of this invention.

[Drawing 7] The figure showing the advertisement display method in the middle of a movie in the video-on-demand equipment concerning the 1st working example of this invention.

[Drawing 8] The figure showing the composition of the timing mark for the movie information in the video-on-demand equipment concerning the 4th working example of this invention and an advertising display.

[Drawing 9] The figure showing the composition of the timing mark for the movie information in the video-on-demand equipment concerning the 5th working example of this invention and an advertising display.

[Explanations of letters or numerals]

1 [-- Advertisement information memory storage 12 / -- A movie information storage device 13 / -- Video-on-demand server.] -- A video-on-demand terminal 5 -- Personal information memory storage 8 -- Merge equipment 10
